

# Novel Concept for Combination of Voice Gender Morphing and AI-Based Gender Identification Technology for Enhancing Drive-Through Business Sales

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Simon Edwards

Research Acceleration Initiative

## **Introduction**

As 95% of fast food revenues as of the time of this writing are now derived from drive-through business; an about-face from the time of the infancy of the drive-through; the clever use of the existing technologies of voice morphing and visual gender identification may be used to substantially enhance the profitability of individual fast-food restaurants.

Psychological research shows that members of both sexes are likely to order and consume more food in the presence of members of the opposite sex. Specifically, it is believed that men subconsciously wish to impress women by showing off a large appetite and that women will consciously eat less when they are concerned that other women may be judging them.

The net effect is that male order-takers are far more likely to elicit larger orders including impulse purchases from female customers while female order-takers are far more likely to elicit larger orders from male customers, with male customers being more likely to purchase value meals and less likely to purchase a la carte items when a female-order taker is paired with a male customer.

## **Abstract**

A camera system coupled with an AI may be used to ascertain the sex of the driver of a vehicle in a drive-through and this system may determine whether a digital gender-inverting voice morpher be applied to the voice of the drive-through order-taker. The system would create the convincing illusion for each customer that they are speaking with a member of the sex opposite their own, ensuring that the effect is fully capitalized upon. This system would, additionally, include features designed to further enhance sales. If the order-taker has a gravelly voice, the voice could be morphed to make it sound more youthful. If a female order-taker's voice is too low in pitch, it may be elevated in pitch for much the same reason. If a male order-taker's voice is too high in pitch, it may be lowered. The involvement of AI could further be used for noise reduction in both directions of communication for improved order speed and clarity.

## **Conclusion**

Since it would be impractical to employ a redundant order-taker to take advantage of this effect, if one could create the illusion of both a male and a female order-taker while employing only a single human order-taker, one could

financially exploit the aforementioned psychological effect without incurring substantial cost, producing a boost to net profit.